

**MINUTES
MAG ITS STRATEGIC PLAN UPDATE
REGIONAL ITS STAKEHOLDERS GROUP**

**September 15, 1999
10:15 AM - 12:00 PM
MAG Office Building
302 North 1st Avenue
Phoenix, Arizona**

ATTENDANCE

Sarath Joshua, MAG, Project Manager
Steve Hogan, Scottsdale, Chairman
Tim Wolfe, ADOT
Brian Latte, Chandler
Gary Thomas, Gilbert
Jim Book, Glendale
Cynthia Lopez, MCDOT

Bruce Ward, MCDOT
Alan Sanderson, Mesa
Scott Nodes, Peoria
Mike Frisbee, Phoenix
Scott Miller, RPTA
Jim Decker, Tempe
Don Dey, SAIC

PROJECT TEAM

Henry Wall, Kimley-Horn and Associates
Tom Fowler, Kimley-Horn and Associates

Lisa Burgess, Kimley-Horn and Associates
Marta Gerber, Kimley-Horn and Associates

1. **Project Introduction**

Chairman Steve Hogan introduced the MAG ITS Strategic Plan project. Sarath Joshua addressed the role of the Regional ITS Stakeholders Group (RISG), which will include attending all RISG meetings, reviewing documents, and sharing information about the ITS Strategic Plan Update with their own agencies. Sarath announced that a contract has been signed and that Kimley-Horn and Associates will be the lead consultant for the project. A detailed schedule of the RISG meetings and deliverables will be distributed to members of the RISG.

Kimley-Horn will provide Sarath Joshua with a draft copy of each Technical Memorandum at least 10 days before the draft is presented to the RISG. Sarath will make comments and those comments will be incorporated into the draft technical memorandum for distribution to the RISG. RISG members will have 2 weeks to review technical memorandums and should return comments to Sarath. He will then consolidate all comments and provide those comments to Kimley-Horn for incorporation into the final technical memorandum. Typically, the final version of each technical memorandum will be due to the RISG at the next meeting after the draft technical memorandum is presented.

2. **Project Approach**

Henry Wall, project manager for the Kimley-Horn team, presented the project approach to the RISG. Although a final scope has been agreed upon, RISG members were asked for suggestions on the project scope and Henry announced that minor changes to the scope could be accommodated at this time. RISG members asked that alternative modes of transportation, such as transit, bicycles, and pedestrians, be incorporated into Task No. 4, ITS Overview Presentation. Tim Wolfe asked if the IDAS model will incorporate existing trip generation models from MAG. Henry Wall responded that due to budget constraints, only the cost elements of the IDAS model

will be considered. Sarath Joshua said that the project schedule shown in the presentation should include a RISG meeting on November 16, 1999. The schedule shown in the presentation had a MAG ITS Committee Meeting scheduled for November 16 but not a RISG meeting.

In order to keep track of the 9 technical memorandums that will be developed in the project, it was agreed that Sarath Joshua will provide each RISG member with a 3-ring binder. Kimley-Horn and Associates will prepare all technical memorandums on 3-hole paper to be stored in the binder.

3. Stakeholder Involvement Plan

Lisa Burgess from the Kimley-Horn project team presented the ITS Stakeholders Involvement Plan. The plan included maintaining a project web site (residing on MAG's website), a project specific e-mail address (mag-its@phx.kimley-horn.com), and a toll free hotline (1-877-471-PLAN). Four focus groups will be conducted in October and November to gather stakeholder input. Four newsletters will be produced throughout the life of the project to inform stakeholders of events and progress. The RISG asked that media members be included in the stakeholders list, particularly those involved in traffic reporting.

4. Vision and Mission Statement

Tom Fowler from the Kimley-Horn project team presented the vision and mission statement from the original MAG ITS Strategic Plan and the AZTech Model Deployment Initiative Project. A combination of both vision and mission statements was presented as a starting point to develop a vision and mission statement for the ITS Strategic Plan. All members of the RISG provided input into the development of a new vision and mission statement. The final statements are as follows:

Vision: Enhance the quality of life in the MAG region by applying technology and information sharing to improve the intermodal transportation system.

Mission: To plan, implement and evaluate appropriate ITS strategies and technologies consistent with the national ITS program that address regional goals and objectives of the transportation users.

5. Information Request

Tom Fowler also notified the RISG about information that Kimley-Horn will be requesting from their agency over the next several weeks. This information will include, if available, a copy of their traffic signal masterplan, telecommunications masterplan, ITS masterplan, and capital improvement or transportation improvement program.

6. Next Meeting

The next meeting of the RISG will occur on October 20, 1999, following the regularly scheduled MAG ITS Committee Meeting. Agenda items include:

- Distribution of Draft Technical Memorandum No. 1, Project Approach, Vision and Mission, and Stakeholder Involvement Plan
- Overview of ITS presentation
- Dry run of stakeholders focus group